

The University of North Carolina
at Chapel Hill
School of Medicine



UNC
SCHOOL OF MEDICINE

The Merrimon Lecture

“The Tobacco Pandemic:
Ethics, Health, and History”

given by

Allan M. Brandt, Ph.D.

Amalie Moses Kass Professor of the History
of Medicine, Harvard Medical School
Professor, Department of the History of Science,
Harvard University
Director, Division of Medical Ethics
Harvard Medical School

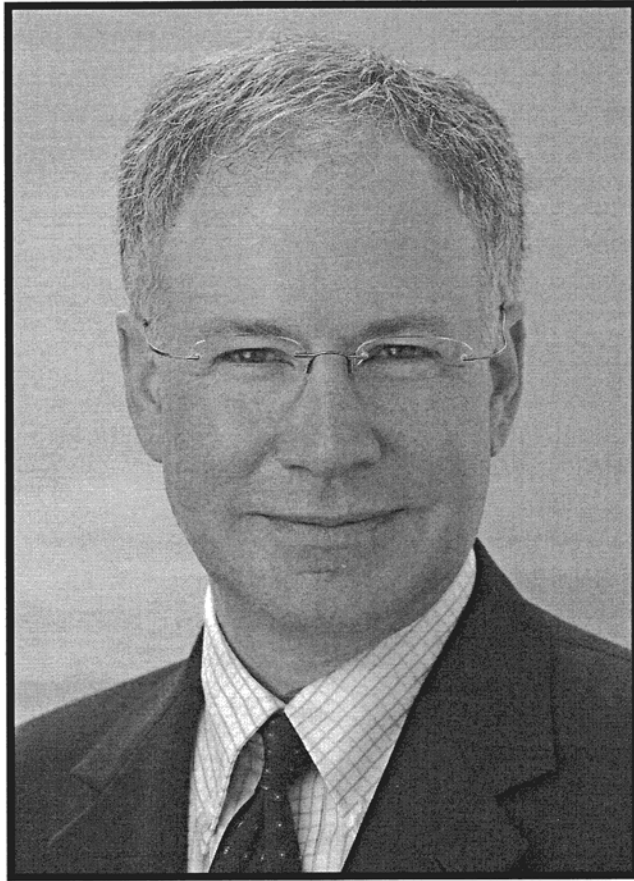
October 22, 2007

12:00 p.m.

Medical Biomolecular Research Building

Allan M. Brandt, Ph.D.

Allan M. Brandt is the Amalie Moses Kass Professor of the History of Medicine at Harvard Medical School where he directs the Program in the History of Medicine and the Social Science Track of the MD/PhD Program. He holds a joint appointment in the Department of the History of Science at Harvard University where he served as chair from 2000-06. Brandt earned his undergraduate degree at Brandeis University and a Ph.D. in American History from Columbia University in 1983. His work focuses on social and ethical aspects of health, disease, and medical practices in the twentieth century. Brandt is the author of *No Magic Bullet: A Social History of Venereal Disease in the United States since 1880* (1987); and co-editor of *Morality and Health* (1997). He has written on the social history of epidemic disease; the history of public health and health policy; and the history of human subject research among other topics. His new book on the social and cultural history of cigarette smoking in the U.S., *The Cigarette Century: The Rise, Fall, and Deadly Persistence of the Product that Defined America*, was published by Basic Books in March 2007. Brandt has been elected to the Institute of Medicine of the National Academy of Sciences and the American Academy of Arts and Sciences. In 2004 he testified on behalf of the US Department of Justice in *US v. Philip Morris*, the civil racketeering case brought by the federal government against the tobacco industry.



THE MERRIMON LECTURESHIP IN MEDICINE

This Lectureship, which was established by the late Dr. Louise Merrimon Perry, was inaugurated in 1966. Dr. Perry's idea was that the lectures be open to all, but that they be concerned with "the Origins, Traditions and History of the Medical Profession and of that Ethical Philosophy which must dominate this Field of Human Endeavors." It was her intention that the Merrimon Lecturers be distinguished both for scientific or clinical skills and a notably humane attitude towards Medicine.

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